



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
HEADQUARTERS, WESTERN REGION
UNITED STATES ARMY CADET COMMAND
BOX 339500
FORT LEWIS, WASHINGTON 98433-9500

ATOW-S2

S: 1 Jun 07
15 Feb 07

MEMORANDUM FOR Western Region Brigade Recruiting Operations Officers

SUBJECT: Western Region FY08 Marketing and Recruiting Guidance

1. Purpose. Provide Region guidance for planning recruiting and marketing operations from Aug 07 through Dec 08, including Recruiting and Enrollment Action Plan (REAP) and Enrollment Mission Planner (EMP) instructions, scholarship use, available marketing dollars, and procedures to request national marketing assets.
2. The Army will increase Cadet Command's mission to 5100 beginning Mission Set (MS) 10. Enclosure 1 (MS08-MS12 mission assignments) has the increased mission assignments for each program, which includes seven new-host programs.
3. **S: 1 Jun 07.** Submit Brigade and Battalion REAPs, Annex B (Execution Matrix), Annex C (ME-1 Advertising Form and Local Purchase Form), and EMPs (battalions only) to Mr. Woody Stone. REAP and EMP instructions and formats are located on the Western Region Marketing website at <http://www.usaac.army.mil/accw/OP.htm>. Use attached MS08-MS12 mission assignments for your EMP planning. Contact Ms. Jeannine Mott (253-967-9603, jeannine.mott@usacc.army.mil) for assistance.
 - a. Time period of plan. The battalion and brigade REAPs cover the time period August 2007 through December 2008. Notice that this planning timeframe covers one-and-a-half school years and three fiscal years (FY07, 08, and 09). Your plans and requests for resources in August through December 2007 refine your long-term planning from last year's REAP. Even though October through December 2008 falls within fiscal year 2009, this REAP will allow us to schedule and resource advertising in September 2008 for those three months using FY08 dollars.
 - b. Approval requirements. The S2 staff will recommend approval/disapproval for each battalion's REAP based on consistency in expressing mission accomplishment. The keys for REAP approval are the EMP and its consistency with the identified enrollment goals for each listed campaign. For example if your Freshmen Campaign is to enroll 39, then your EMP should reflect that number as a result of your war gaming. Jeannine Mott will also review the EMPs for other inconsistencies and will work with schools to correct them. We are in the process of working the latest version on the EMP for your use. The other essential is the completeness of the ME1 form and the local purchase form, both of which are under annex C. These forms are used to plan your advertisement and your local purchase in support of your campaigns, and to request your local purchase funds. Both should be filled out completely with the required information. Once the above conditions have been met the Region S2 will approve your REAP.
4. Resource Planning. Western Region S2 requests resources based on your REAP campaign planning as well as your Annexes B and C. This is your chance to communicate to us what you think is needed to support marketing and recruiting efforts in your particular market.

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SUBJECT: Western Region FY07 Marketing and Recruiting Guidance

a. Scholarships. Identify number of, by type (2, 3, 4 yr) scholarships required to support your plan. Cadet Command's 2007 Winter Commander Conference guidance is there are no caps on the number of scholarships available. As you enact your plans, if Cadet Command tells you, you cannot get your requested scholarships, inform the Region S2, who will ask Cadet Command to verify that condition. **The Commanding General said no one (in his Headquarters) should say "no" to a needed scholarship. Having said that, be good stewards of the Army's scholarship money. Only request what you need.**

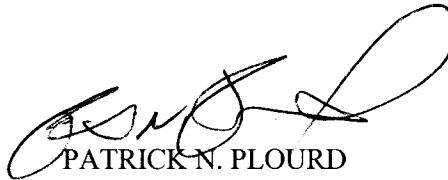
b. Marketing Budgets. In FY08 we expect Cadet Command G2 to provide about the same amount of marketing funds (both local purchase and advertising) to the region as we received in FY07. This expected amount averages \$6,500 for advertising and \$6,500 for local purchase funds per school (\$13,000 total). We will apportion to each brigade what our region actually receives, based on how many schools are in your brigade. **You can decide how to break out the local purchase or advertising dollars to your schools based on what they requested in Annex C of the REAP.** Therefore, you and each of your battalion should use these figures as the planning factor when scheduling events in your REAPs.

c. National Marketing Assets. The Accessions Targeting Board (ATB) meets quarterly at Fort Knox, Kentucky, to decide how to employ various assets in the Army inventory or that the Army has contracted. During the board, we present your requests tied to your events three fiscal quarters out (for example, in January 2007 the board planned for events that will occur in July thru September 2007). The board also reviews the effectiveness of the past quarter's events (the reason you must complete the AARs), and validates the assets that have been projected for use in upcoming quarters.

1) Every quarter we will provide you the locations of various assets that will be available in your area three quarters out. Your REAP should state the type of platform you would prefer at a given event in your Annex B.

2) The process for securing national assets (adventure vans, branded hummers, Golden Knights, etc.), and tours (such as Army College Tour, Army Game, etc.) **has been slowly changing this past year. The board has now decided to position various assets geographically each quarter, and rotate those assets to different parts of the country each quarter.**

6. Point of contact is Mr. Woody Stone, at 253-967-9582 (DSN 357), thomas.stone@usacc.army.mil.



PATRICK N. PLOURD
COL, AV
Chief of Staff